



Hawai'i Tourism Oceania

HAWAII TOURISM OCEANIA NEWSLETTER – August 2004

Aloha, Kia ora, G'day !

Well, in Olympic speak, it has been another gold medal month for Hawaii in the Oceania market. The local trade continue to reflect positive growth as we look at ways to continue this momentum through the shoulder seasons ahead, as well as targeting higher spending visitors and longer stays.

To follow is a summary of major events and upcoming activities.

HEADLINES

[Quotes of the Month](#)

[Major News - Australia](#)

[Major News - New Zealand](#)

[Upcoming Events Australia](#)

[Upcoming Events New Zealand](#)

[Mahalos of the Month](#)

[Contact Us](#)

Nb, This newsletter is best read in html version which will enable you to go directly to the preferred article by clicking on the headline.

QUOTES OF THE MONTH

"The Happy Isles of Hawaii - Hawaii is hot again and never more so than for families looking for sun and the warmest of welcomes you'll receive this side of Disneyland" - *Luxury Traveller Winter 2004 Cover story on Family Holiday destinations*

"What a great concept! We especially like the idea of bringing a bit of Hawaiian flair into our office."

Escape Holidays Product Manager (NZ) in response to the Aloha Friday wholesale training promotions.(see more in this newsletter)

MAJOR NEWS - AUSTRALIA

Dates announced for Aloha Down Under 2005! 30th May – 2nd June

In response to the positive feedback and overall success of Aloha Down Under 2004, dates have been secured for the event in 2005. Aloha Down Under is a dedicated Hawaii training event.

This time there will be an option available to attend an additional event in Auckland on the 30th May, with the Australia programme starting in Melbourne on 31st May.

The roadshow will include, retail/wholesale training workshops, media events, and



a wholesale/product managers trade show. It is anticipated that the cost for attendance at the event will be the same as 2004 (US\$ 3000) PLUS international flights, accommodation and a supplement to attend the optional NZ event. HTO is currently negotiating with airlines for air fares.

The participation fee for 2005 includes:

- Attendance at all ADU Australian events
- Domestic airfares between Australian cities
- Coach transfers between Australian airports and the city

Invitations to the event will be available late in 2004 but any early enquiries can be directed to Gemma O'Brien on gobrien@hawaiiitourism.com.au

Another Australian Opportunity!

Another opportunity is available 'down under'. Dates have been announced for **See America Down Under 2005** (previously Visit USA). HTO has committed to a stand, which along with our Hawaiian partners will make up a Hawaii pavilion. The event is scheduled to take place from **27th February – 3rd March 2005**, directly after the AIME tradeshow in Melbourne. There are three levels of participation available at the event:

1: Join the Hawaii Pavilion in your own booth – Cost USD\$5000 (exclusive of flights) – please see attached prospectus for further details.

2: Join HTO and share the HTO booth – Cost is dependant on numbers and interested parties should contact Gemma O'Brien on gobrien@hawaiiitourism.com.au

3: Brochure racking through HTO at all three See America Events (Sydney, Melbourne and Brisbane)– Cost US\$500 + shipping costs. Anticipated number of agents 900. Interested parties should contact Gemma O'Brien on gobrien@hawaiiitourism.com.au

[Click Here](#) to view more information on See America Down Under 2005

Retail Chain VIP Trip to Hawaii

Creative Holidays recently hosted the heads of Australia's largest retail chains in Oahu from 9th – 13th July. It was a great opportunity for these influential operators to experience all that the destination has to offer. HTO hosted a dinner during their visit at 'Indigo' restaurant.

Group is pictured below – including Helen Williams HTO (3rd from right) and Scott Cammell HA (2nd from left)



Demand for Hawaii results in mid year flyer

One of Australia's key wholesalers, Freestyle Holidays, has recognised the increasing demand for Hawaii in 2004. Demand for the destination has been so high that they produced an 8 page flyer in the middle of the wholesale year. HTO assisted with the provision of images and maps for the publication. HTO have been working closely with Freestyle, (and all other wholesalers) on their 2004/05 programme and we hope to bring you exciting news and developments in the coming months. *To view brochure [click here](#)*

Golfing joint venture with Hawaiian Airlines

HTO continues to promote the wonderful golfing opportunities in Hawaii and recently worked closely with Hawaiian Airlines on the production of an advertorial for Golf Magazine. The resulting article highlighted courses on each of the Islands. HTO provided the magazine with editorial and pictures for the article. *To view article [click here](#)*

MAJOR NEWS - NEW ZEALAND

Aloha Down Under adds Auckland to 2005 schedule

As mentioned above, the very successful Aloha Down Under Roadshow will include Auckland in 2005.

It is being offered as an additional option, but we will be making sure that it is an option that you just won't be able to refuse !

The main event will be the evening of Monday 30th May which, with the current flight schedules, make it perfect to fly down non-stop in the weekend and then on to Melbourne on the Tuesday after the show.

So put the dates in your diaries and start preparing your "Kia ora's and G'days" !

Aloha Fridays arrive

The HTO NZ office has devised a new Hawaii training/spotlight concept for wholesale reservations staff which the wholesalers and representatives of Hawaii product have enthusiastically embraced. Over the next couple of months the HTO will stage "Aloha Fridays" in every wholesale office, encompassing:

- Breakfast training with the wholesale North America selling staff
- Hawaii theming throughout the office
- Aloha attire to be worn by all staff for Hawaiian prizes
- After work cocktails to be hosted by HTO plus representatives of Hawaii product who will also donate prizes

HTO Fam Trip with Air New Zealand

Dates have been booked with Air New Zealand for the HTO “top sellers” trade fam trip. These are November 20 – 28.

The key wholesalers each have positions available to select their most worthy travel agents, ensuring a high quality representation. The fam will be a multi-island itinerary, and if there are any partners who would like to express their interest in being involved, just contact Darragh at dwalshe@hawaiiitourism.co.nz

Visit USA Trade Show 2005

Following the advice (above) of the Australia “See America” shows you might be wondering about the New Zealand equivalent. The New Zealand “Visit USA” shows will continue as planned on 3rd/4th February as they have been joined by Disneyland to create a USA extravaganza which is sure to have the trade buzzing. To find out more, you can [click here](#) which includes a registration form. More information will be sent out soon but if you would like to express your interest please contact Darragh at dwalshe@hawaiiitourism.co.nz

UPCOMING EVENTS AUSTRALIA

Qantas In flight Magazine Visit

HTO have successfully confirmed the visit of ‘The Australian Way’ Qantas Airways in flight Magazine. The publication will be visiting Hawaii from 29th August – 5th September and have committed to two 6 page stories, one on Oahu and one on Kauai. The Australian Way covers general interest, travel, lifestyle, sports and arts stories. It is a monthly publication with a circulation of 150,000 per month. We look forward to sharing the stories with you later this year!

Famils

- Infinity Holidays the wholesale arm of the Flight Centre Group is bringing a group of their team leaders to Hawaii from 3rd – 6th September. HTO is assisting the group with their ground arrangements.
- Corporate Traveller the business travel arm of Flight Centre is sending 10 of its front line staff to Hawaii from the 10th – 13th September and HTO is assisting them with some ground arrangements.

UPCOMING EVENTS NEW ZEALAND

August / September

Aloha Fridays - Hawaii destination training and focus being held at the principle Wholesalers themed around “Aloha Friday”

Gullivers Pacific Famil – HTO supported fam trip with Gullivers Pacific, one of New Zealand’s largest wholesalers

October

“Taste Hawaii” Screening – Oct 06, Television New Zealand’s top rating lifestyle program will screen a special edition on Hawaii. This follows the HTO assisted

filming in Hawaii earlier this year.

Press Trip – HTO organised press trip, exact dates to be advised

November

Travel Agent's Fam - Nov 20-28, HTO organised 'Top Producer' fam

November

Visit USA Trade Shows NZ - Feb 03/04 with events in Auckland, Wellington & Christchurch

MAHALOS OF THE MONTH

- Ted Sturdivant and the Islands of Aloha Guide – a great tool for the market and loved by the local tour operators
- Island Heritage for their assistance with our point of sale order
- Island Bureaus for your continued support of Oceania

HAWAII TOURISM OCEANIA CONTACTS

Hawaii Tourism Australia Level 6, 117 York Street PO Box Q1348 QVB PO Sydney NSW 1230 Australia Country Manager – Helen Williams Tel +61 2 9286 8937 Email hwilliams@hawaiiitourism.com.au Marketing Executive – Gemma O'Brien Tel +61 2 9286 8936 Email gobrien@hawaiiitourism.com.au	Hawaii Tourism New Zealand Level 6, 18 Shortland St Private Bag 92136 Auckland New Zealand Country Manager - Darragh Walshe Tel +64 9 9772222 Email dwalshe@hawaiiitourism.co.nz Sales Executive - Jill Gardner Tel +64 9 9772234 Email jgardner@hawaiiitourism.co.nz Marketing Assistant – Kerry Blake Email info@hawaiiitourism.co.nz
--	---

[top of page](#)

If you have been forwarded this newsletter and would like to receive it directly, please contact us at Hawaii Tourism Oceania